

Social Media Policy

1. Purpose

The Library uses social media to connect with the community. It lets us welcome everyone to discover, create, and share ideas and experiences. We use social media to promote and answer questions about our programs and services. This policy tells you about the rules for library staff and the public when they use the Library's social media accounts.

2. Definitions

The Library: When we say “the Library” in this document, we mean the Colchester-East Hants Public Library.

Social Media: Social media is any web application or site which allows users to create and share content. This includes sites like Facebook and Instagram.

3. Privacy and Social Media

Social media sites have their own privacy policies. When you use social media, you are responsible for protecting your own privacy.

We suggest that you protect your and others' privacy by not including phone numbers, email addresses, or other personal information in public messages. This kind of information is called “personal information.” If you need to give us personal information, you should send it in a private message.

The Library's *Privacy Policy* gives more information about how we protect people's personal information.

4. Rules for Posting

The *Library Code of Conduct* applies to social media posts, comments, and messages. We respect differences of opinion but we do not allow posts that are offensive, abusive, or inappropriate.

When you interact with the Library over social media, you are agreeing to these rules:

- Your comments should be related to the posted topic.
- You will not attack or harass people, make threats, or use offensive language.
- You will not unfairly treat a person or group differently from other people or groups of people. The *Nova Scotia Human Rights Act* protects people from discrimination based on many things such as: ability, race, gender, sex, and age.
- You will not make serious unproven or untrue accusations against individuals or organizations.
- You will not include someone's personal information in a comment or post unless they consent to that.

We can block a person from the Library's social media sites if they break these rules.

5. Rights & Responsibilities

People are responsible for following the *Library Code of Conduct*, the *Social Media Policy*, and all other library policies when using the Library's social media accounts.

The Library has the right to post, not post, or remove content at any time.

The Library is responsible for:

- Managing the Library's social media accounts to allow people to interact with each other, tell people about our services, and help people who can't get into the Library.
- Making sure that posts, comments, and all online content reflect the work we do and follow the Library's values and policies.

The Library is not responsible for:

- Any content on its social media that we do not create.
- Making sure that information posted by users is true and accurate.

6. Comments/Questions

People can send their comments and questions about the Library's *Social Media Policy* to the Director, Community Engagement:

By email at

- Admin@CEHPublicLibrary.ca

By phone at

- (902) 896-4196

By regular mail at

- Executive Director and Chief Librarian
Colchester-East Hants Public Library
754 Prince Street
Truro, Nova Scotia
B2N 1G9

7. Related Documents

Library Code of Conduct

Privacy Policy

Selling and Soliciting Policy

Board Approval Date: September 26, 2023

Implemented: September 26, 2023

Revised: N/A

Last Review Date: N/A

Next Review Date: 2028

Replaces: Social Networking Policy (Approved November 2010)